## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:

E.B. Watson et al.

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Title:

SYSTEM AND METHOD FOR AUTOMATED

OPTIMIZATION OF SEARCH RESULT RELEVANCE

## AMENDMENT A

Seattle, Washington 98101

March 20, 2007

## TO THE COMMISSIONER FOR PATENTS:

## INTRODUCTORY COMMENTS

In response to the Examiner's Office Action dated October 30, 2006, applicants submit the following amendments and remarks.